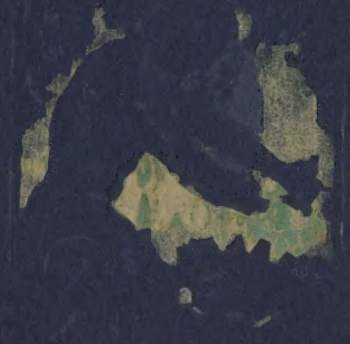
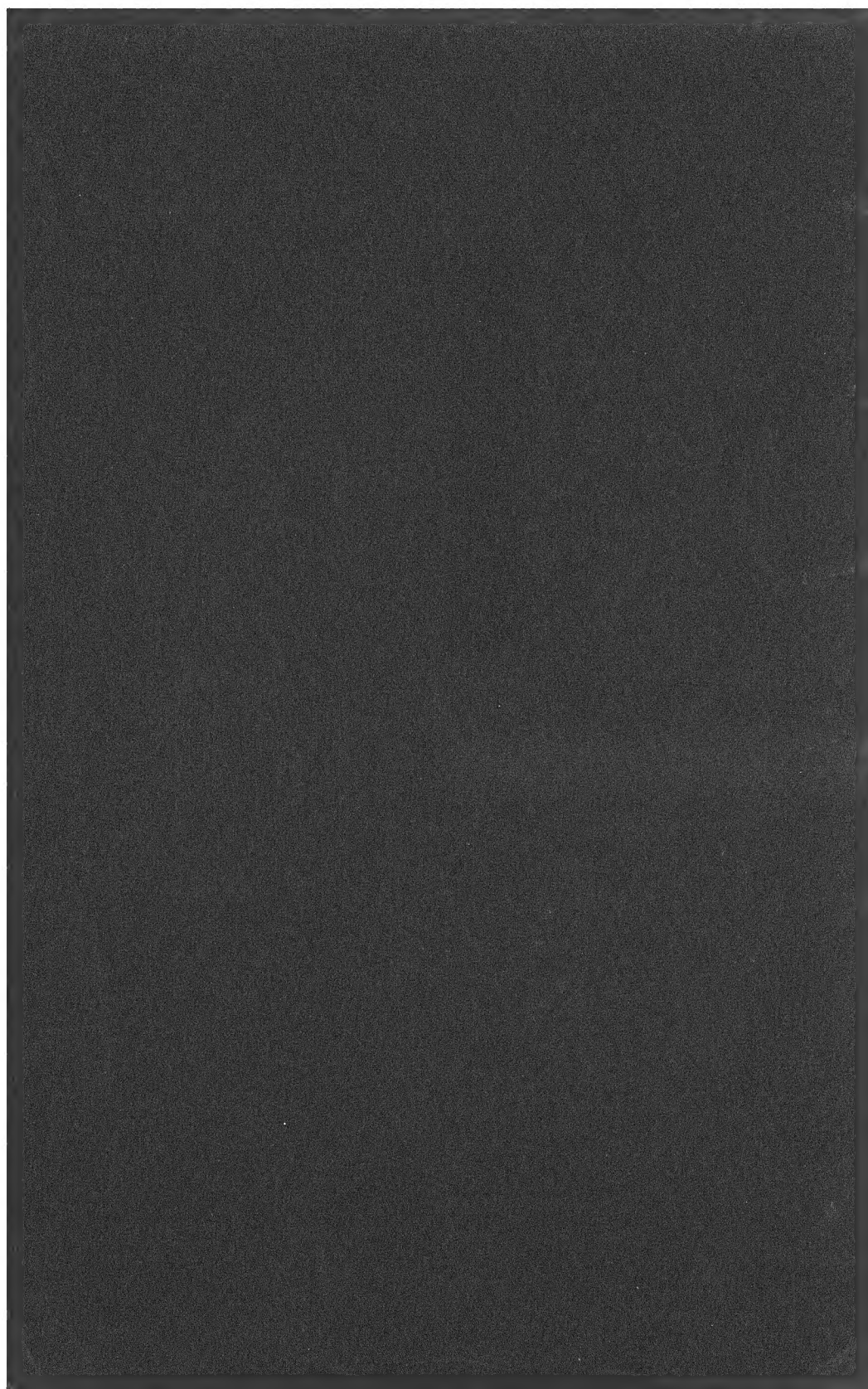




WINNIPEG

THE CITY OF INDUSTRY





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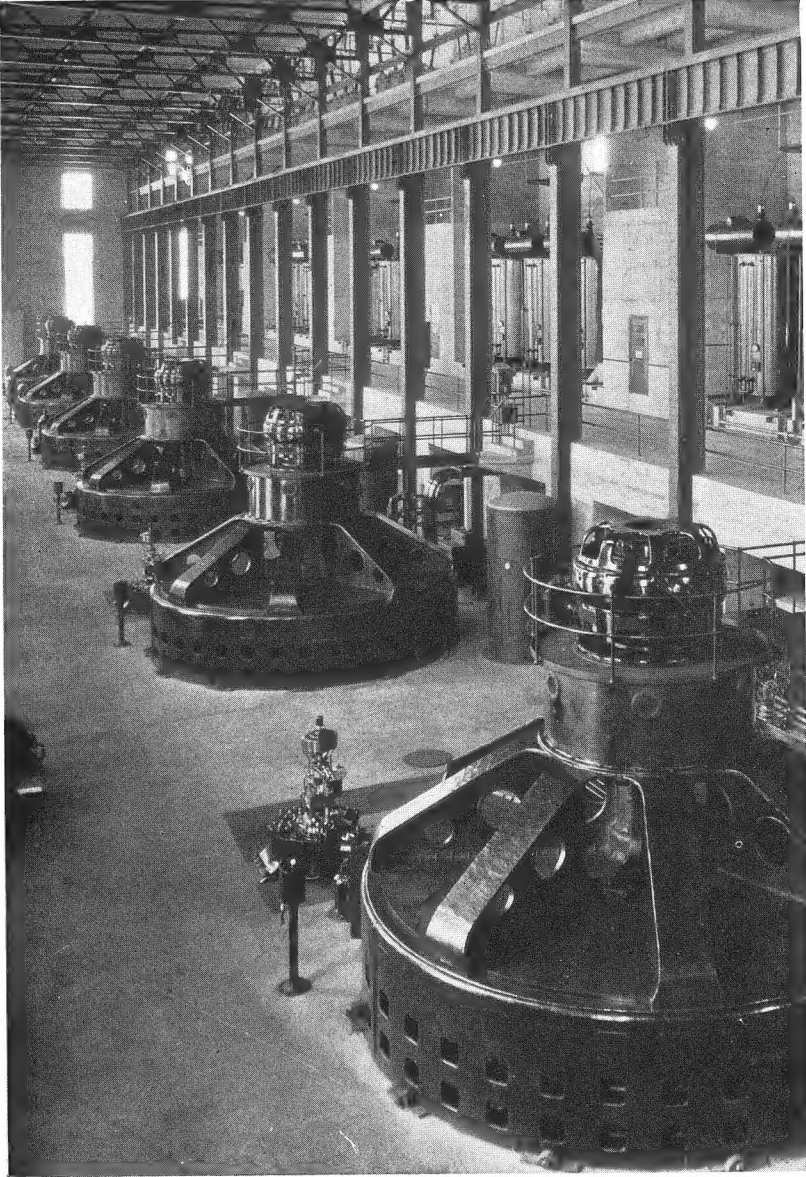
B. D. Baker

B-370

History Geog.

being the second of a series of booklets on the activities and development of a city. Designed and reproduced entirely by Stovel Company Limited

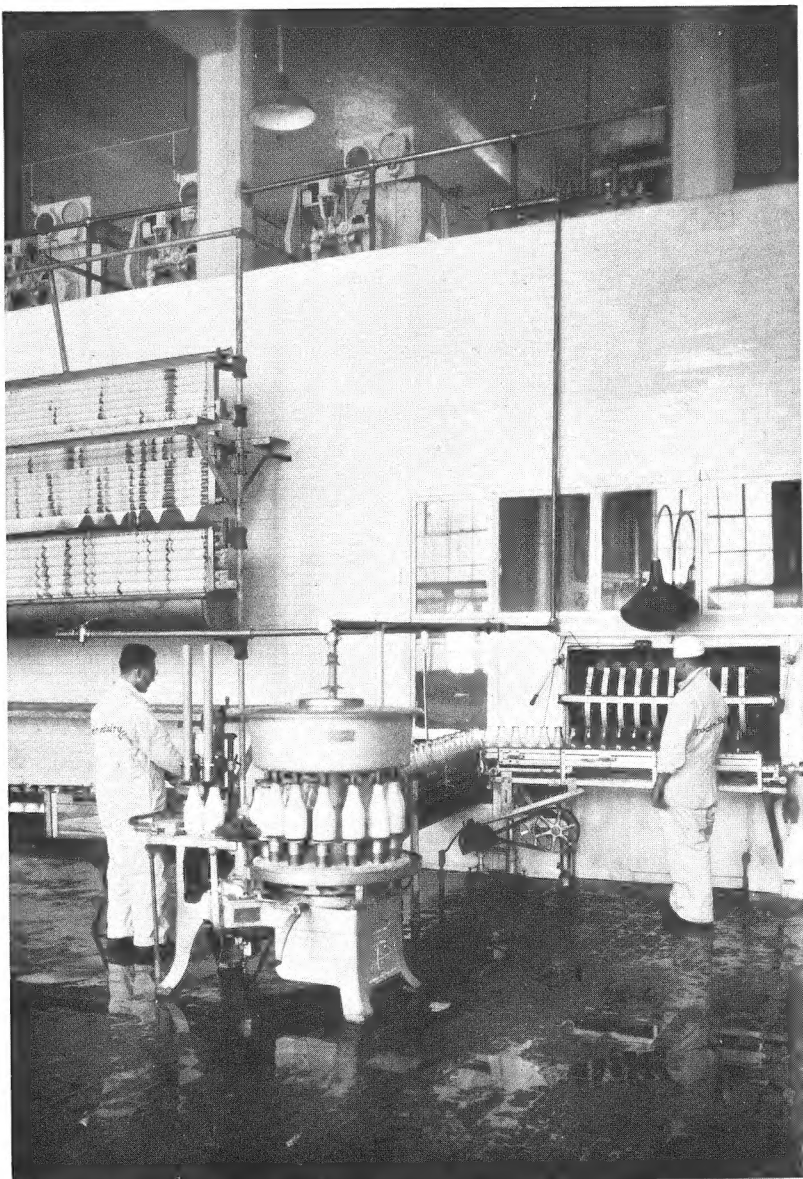
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Portion of the Generator Room in One of the Hydro Electric Power Plants on the Winnipeg River. Present Power Development on this River is 307,500 H.P., and there is Under Construction Two New Plants that will Develop 315,000 H.P. for Winnipeg Manufacturers and Provincial Use.

IT IS usually a matter for considerable wonder to those visiting Winnipeg for the first time, to witness the number and extent of development of the city's industries. Few people realize that Winnipeg can and does produce such a wide variety of products that almost all the needs of her citizens and of the West could be supplied from Winnipeg's own factories. It is even a surprise to Winnipeggers, who, busy with their own daily tasks, suddenly hear of the rapid and tremendous growth of Winnipeg's industry.

THE first recorded industrial activity in Winnipeg was the establishment of the late Mr. J. H. Ashdown's tin shop in 1868. About a year later Archibald Wright started a small



View of the Bottling Room in One of the Dairies in Winnipeg. Under Thoroughly Modern and Sanitary Conditions, Organizations such as this Manufacture Bulk Milk and Cream, Butter, Cheese and Similar Products.

saddlery shop. And so, year by year, small factories were opened to serve the requirements of a small but growing community. In 1879 the more important industries included a brick yard, a bakery, two harness shops, a brewery, a shoe manufactory, two planing mills, an iron foundry, and two newspapers.

DURING the year 1881, Ogilvies started the first flour and grist mill north of Minneapolis, and Chambers Bros. a biscuit factory. By 1883 local industries employed about 695 persons, and the annual output was approximately \$2,000,000.00. So much for the foundation of Industrial Winnipeg.



A Part of One of the Jewelry Manufacturing Industries of Winnipeg is Illustrated Above. Exquisite Designing and Skilled Workmanship are Gaining a Worthy Reputation for this Branch of Winnipeg's Industrial Activity.

THE passing years saw new and larger industries established and gradually Winnipeg's reputation of a distributing centre gave way to that of a manufacturing community. The rapid development in that direction came with the increased realization of the possibilities of utilizing hydro electricity. Today Winnipeg enjoys the cheapest power rates in North America, and has almost an unlimited supply of power. A municipally owned utility, together with several privately owned power plants, furnish Winnipeg with power that, from the standpoint of cost, is most attractive to new and prospective industries.



Tapping Electric Furnace in one of the Steel Plants of



one of the Steel Plants of Winnipeg in Preparation for Casting.



Local Paint and Varnish Manufacturers Make a Product of High Quality for Use in Western Canada.



Gypsum Wall Board Made in Winnipeg is Being Widely Used for Home, Factory and Office Building Construction.

FURTHER, Winnipeg has an adequate supply of pure soft water which adds many advantages to the industrial and home life of the community. There is, too, adjacent to the city, almost unlimited natural resources, minerals, timber, and so forth, that await the manufacturer who can turn these raw products into merchandise for the marts of the world. For, with transportation facilities such as Winnipeg enjoys, railway lines that branch out East, West, North and South, and an ocean port just to the North of Winnipeg on Hudsons Bay, it must be apparent that the products of the city's manufacturers can be readily shipped to a favorable market.



Besides the Manufacturing of Window Sash, Shown Above, Millwork and Furniture is an Important Phase of Winnipeg's Annual Output.

THESE are the things, then, that have helped to establish Winnipeg as a city of industry—a city that employs today almost 30,000 people in its 930 odd established industries, with a payroll of \$35,000,000.00—industries which produce a wide variety of products for use in Western Canada or the markets of the world.

THE City's motto is "Commerce; Prudence; Industry." A thrifty people are Winnipeg's citizens—an industrious people. For in just a little over sixty years they have established Winnipeg as the city of industry.



The Trade Papers Illustrated Above Have a Total Circulation of 24,891 Subscribers and Cover Slightly Better than 77% of the Retail Trade of Western Canada.

STOVEL'S Trade Paper Division publishes the magazines illustrated to link up the manufacturer with the retail dealer throughout Western Canada. In their respective field each publication has proven a leader in reaching the trade. They are all printed in the West for the West. A service alike for Western, Eastern and American manufacturers. Any recognized advertising agency can give you details. Use more of Stovel's service.

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